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IN THE CLAIMS

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- 30. (Canceled)
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- 38. (Canceled)
- 39. (Canceled)
- 40. (Canceled)
- 41. (Canceled)
- 42. (Canceled)

43. (Previously Presented) A method in a communications device for delivering content, the method comprising the steps of:

maintaining access to a plurality of secondary content addresses, each secondary content address identifying secondary content located at a respective secondary content source;

prior to an initial request for initial content made by a requesting device arriving at an intended destination, the intended destination comprising an initial content source:

intercepting the initial request;

creating redirection information by processing at least one request criteria extracted from the intercepted initial request to determine an identity of secondary content to be retrieved by the requesting device; and

transmitting the redirection information to the requesting device.

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44. (Previously Presented) The method as in claim 43, wherein processing at least one request criteria extracted from the intercepted initial request to determine an identity of secondary content includes:

extracting the at least one request criteria from at least one protocol header of the intercepted initial request; and

matching the at least one extracted request criteria to at least one of the plurality of secondary content addresses.

45. (Previously Presented) The method as in claim 44, wherein matching the at least one extracted request criteria to at least one of the plurality of secondary content addresses includes:

determining desirable secondary content by identifying at least one of the plurality of secondary content addresses that maps to content related to the at least one extracted request criteria; and

capturing an address from at least one of the plurality of secondary content addresses that maps to content related to the at least one extracted request criteria.

46. (Previously Presented) The method as in claim 45, wherein identifying at least one of the plurality of secondary content addresses that maps to content related to the at least one extracted request criteria includes at least one of:

identifying content related to at least one source indication from the at least one extracted request criteria;

identifying content that has at least one geographic indication related to at least one geographic location of the communications device;

identifying content that has at least one geographic indication related to at least one geographic indication from the at least one extracted request criteria; and

identifying content related to at least one initial content indication from the at least one extracted request criteria.

47. (Previously Presented) The method as in claim 45, wherein capturing at least one address from the plurality of secondary content addresses that maps to content related to the at least one extracted request criteria includes:

capturing at least one Internet address for at least one advertisement that is related to the at least one extracted request criteria, the at least one advertisement programmed to be displayed with respect to a display of the initial content.

48. (Previously Presented) The method as in claim 43, wherein creating redirection information includes:

concatenating a first redirection code and at least one second redirection code; the first redirection code operable to instruct the requesting device to reinitiate retrieval of the initial content; the at least one second redirection code operable to instruct the requesting device to initiate retrieval of the secondary content; and

including a delimiter separating the first redirection code and the second redirection code.

49. (Previously Presented) The method as in claim 48, comprising:

including an address of the initial content source in the first redirection code; and

including an address of the at least one secondary content source in the second redirection code.

50. (Previously Presented) The method as in claim 48, comprising:

providing a command to the requesting device via the redirection information to concurrently retrieve the initial content during retrieval of the secondary content.

51. (Previously Presented) The method as in claim 48, wherein including a delimiter separating the first redirection code and the second redirection code includes:

providing the delimiter to be detected by the requesting device, such detection indicating to the requesting device an existence of a secondary content condition.

52. (Previously Presented) The method as in claim 43, wherein processing at least one request criteria extracted from the intercepted initial request to determine an identity of secondary content to be retrieved by the requesting device includes:

determining the identity of the secondary content relative to at least one of a geographic indication, a source indication, and a content indication in the at least one request criteria extracted from the intercepted initial request.

53. (Previously Presented) The method as in claim 43, wherein intercepting the initial request includes intercepting the initial request at an entry point to the Internet.

54. (Previously Presented) A computer program product that includes a computer readable medium having instructions stored thereon such that, when the instructions are carried out by a communications device, the communications device is capable of performing the steps of:

maintaining access to a plurality of secondary content addresses, each secondary content address identifying secondary content located at a respective secondary content source;

prior to an initial request for initial content from a requesting device arriving at an intended destination, the intended destination comprising an initial content source:

intercepting the initial request;

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creating redirection information by processing at least one request
criteria

extracted from the intercepted initial request to determine an identity of
secondary content to be retrieved by the requesting device; and
transmitting the redirection information to the requesting device.